

# MWR THEME OPERATIONS

December/January 2004



## Introduction:

As 2004 draws to a close, it's a good time to reflect back on the many events that helped shape the past year. Over the last 12 months we helped open 13 new units bringing our total number to 57. Leading the new unit expansion were five Strike Zone snack bars (Baumholder, Taegu, Fort Leonard Wood, Stuttgart, and Fort Knox) as well as our first Habanero "Fresh Mex-Grille" in a joint partnership venture with personnel of the 26<sup>th</sup> Area Support Group in Heidelberg, Germany. We took pride in hosting our 6<sup>th</sup> Annual Unit Manager's Conference in Orlando this past April by providing attendees our most dynamic, interactive, and informative workshop to date. We also said good-bye to Mark Cauthers and Ed Urben as they pursued new career opportunities, and then welcomed George Dickson and Bill Sewell to the Food Services Division team.

Also, during the past year our continued growth necessitated that we find a better way to quickly get information to our existing units, and so in July 2004, *E-News* was born. I'm equally pleased to report that in just six months readership has grown to nearly 300 subscribers.

Thank you for making *E-News* a great success. As we prepare to welcome in the New Year, we indeed have a lot to look forward to and much to be thankful for. I wish you all the best, for a safe, healthy and successful 2005!

Happy Holidays!

Roger Weger  
Chief, Food Services Division



## **Leadership:**

In our last issue, we defined the first component of emotional intelligence (EI), self-awareness. In this issue we'll explore a second component, motivation.

If there is one trait that virtually all effective leaders have, it's motivation. They are driven to achieve beyond expectations, both their own and everyone else's. Plenty of people are motivated by external factors, such as a big salary or the status that comes from having an impressive title or being part of a prestigious company. By contrast, those with leadership potential are motivated by a deeply embedded desire to achieve for the sake of achievement.

How can you identify people who are motivated by the drive to achieve rather than by external rewards? The first sign is a passion for the work itself—such people seek out creative challenges, love to learn, and take great pride in a job well done. They also display an unflagging energy to do things better. People with such energy often seem restless with the status quo. They are persistent with their questions about why things are done one way rather than another; they are eager to explore new approaches to their work.

Supervisors trying to recognize high levels of achievement motivation in their people can look for one last piece of evidence: commitment to the organization. When people love their jobs for the work itself, they often feel committed to the organizations that make that work possible. Committed employees are likely to stay with an organization even when they are pursued by other employers waving money.

It's not difficult to understand how and why a motivation to achieve translates into strong leadership. If you set the performance bar high for yourself, you will do the same for the organization when you are in a position to do so. Likewise, a drive to surpass goals and an interest in keeping score can be contagious. Leaders with these traits can often build a team of managers around them with the same traits. And of course, optimism and organizational commitment are fundamental to leadership—just try to imagine running a company without them.

## **Grand Opening**

### **Strike Zone Snack Bar Opens at Panzer Kaserne – Galaxy Bowling Center:**

Panzer Kaserne, Strike Zone snack bar in the Galaxy Bowling Center, Stuttgart, Germany officially opened for business Thursday, 4 November 2004.

COL Gwendolyn Boney-Harris, Commander, 6<sup>th</sup> ASG welcomed approximately 300 guests to the Grand Opening ceremony. Following comments by Roger Weger, Chief Food Services Division, Business Programs, the Grand Opening ribbon was cut and those in attendance had an opportunity to tour the renovated facility and enjoy a complimentary buffet of the Strike Zone's most popular menu offerings. The buffet included; Primo's delicious pizza, crispy chicken tenders, nacho supreme, and much more. Free Cosmic Bowling and door prizes were raffled off during the entire event. Armed Forces Network Radio was on hand to provide a live radio remote broadcast to all of the 6<sup>th</sup> ASG listening audience.

Renovation of the 24 lane Bowling Center began in January 2003. The total cost of renovation and additions was \$6.1M. Strike Zone is open 11:00 AM – 10:00 PM Sunday through Thursday, and 11:00 AM – midnight on Friday and Saturday nights. The Strike Zone Manager is Ms. Terry Selg. Mark Cauthers is the Chief, BOD, 6<sup>th</sup> ASG.

This unit marks our 13<sup>th</sup> Strike Zone snack bar to date and our 56<sup>th</sup> unit overall in our growing family of MWR Branded Theme Operations. (POC: Lisa Holland, DSN 761-5212, e-mail: [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil)).



**Roger Weger presents COL Gwendolyn Boney-Harris with the Strike Zone certificate.**



**Front Row: Kim Lovins.  
Second Row L to R: Lynn James, Stacie Mathis, Tim Tillman, Precy Adams.  
Third Row L to R: Mike Simmons, Jasper Burton, Terry Selg, Tommy Bonds, Ken Teal, and Shane Stewart.**

## **Grand Opening Strike Zone Snack Bar Opens at Fort Knox, KY:**

On Thursday, 18 November 2004 Mr. Randy Moore, Director of Morale, Welfare, and Recreation, Fort Knox, welcomed approximately 500 guests for the Grand Opening of the newly renovated Houston Bowling Center. Following comments by Mr. Emmet Holley, Garrison Manager, Mr. Keith Elder, USACFSC Director, Business Programs presented Mr. Paul Mitchell, Bowling Center Manager, the official Strike Zone restaurant certificate. After a few words from Mr. Mitchell, the Grand Opening ribbon was cut and those in attendance had an opportunity to tour the newly renovated facility.

As part of the grand opening celebration, a complimentary buffet of Strike Zone's most popular menu offerings were available for guests to sample and enjoy. The buffet included; Primo's delicious pizza, crispy chicken tenders, nacho supreme, buffalo chicken wings and much more. During the two hours the complimentary buffet was open more than 500 guests had joined in the festivities. Free bowling was offered from 11:00 AM to 5:00 PM, a live radio remote broadcast was also on hand, and several door prizes were raffled off to include three \$100 gift certificates and a DVD/VCR combo. At 1:00 PM the bowling center transformed into it's "Extreme Bowl" mode providing a high-energy sound and light venue while guests enjoyed the free bowling. Chef Primo and Striker, the Army's Bowling Center mascot, were on hand to meet and greet the many guests that were in attendance.

Renovation of the 24-lane facility began in August 2004. Total cost for the renovation was approximately \$500K and the Strike Zone snack bar upgrade was approximately \$200K.



This unit marks our 14<sup>th</sup> Strike Zone snack bar to date and 57<sup>th</sup> unit overall in our growing family of MWR Branded Theme Operations. (POC: Lisa Holland, DSN 761-5212, e-mail: [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil)).



Front Row L to R: Dennis Salisbury, Maria Merz, Olivia Baker, Arlene Snider, Anthony Marko. Back Row L to R: Keith Elder, Jason Henderson, Miguel Hernandez, Myra Dyer, Cindy Dyer, Paul Mitchell, Carolyn Hammond, Michael Amarosa, Bob Linder.



USACFSC Business Programs Director Keith Elder and DMWR Randy Moore are among participants at the ribbon cutting.

### Pick the Pros Football Promotions Update:

Everyone is doing a super job making their picks. Out of 16 games the average number of correct picks was over 12 ... that's over 75 percent correct. Great job!

Using the best weeks (dropping your worst week) numbers Fort Stewart is still in first place with 54 points, Fort Riley 51 points, Fort Bragg 49 points, Fort McCoy 47 points, and Fort Irwin 41 points. Only seven pts separate 1st and 4th place. With just two Pick Slip weeks to go it's coming down to crunch time. (POC: Lisa Holland, DSN 761-5212, e-mail: [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil)).

### Promotion Tip

Each seasonal promotion mailing tube brings you those great-looking display posters and a set of four static cling mini-posters. If you're not using them, you're missing a great opportunity to promote your food specials. When moistened, the clings stick to any slick, non-porous surface, like the flat stainless steel back or side of your Coca Cola fountain soft drink dispensers. On entry doors, they let your guests know what's on special as they walk into your facility. Post them back-to-back on door glass, so guests can see your specials coming and going! The clings are small-size versions of the display poster, complete with the same delicious-looking food photography and brilliant graphics. When you receive your January mailing tube, be sure to post your static clings in high-traffic locations! (POC: Sharon Bertschi, DSN 761-5213, e-mail: [Sharon.Bertschi@cfsc.army.mil](mailto:Sharon.Bertschi@cfsc.army.mil))

### Double Punch Tuesday

We continue in the month of December with our Double Punch Tuesday. As an added bonus, guests who use their VIP card on Tuesdays get double punches. This program is a great way to help build business and create guest loyalty for your MWR Theme Operation. (POC: Lisa Holland, DSN 761-5212, e-mail: [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil)).

## Promotions

### Quarterly Promotions:

Theme Operations restaurants bid guests “Buon Appetito!” with its January through April seasonal promotion. Quick serve restaurants will feature a Chicken Parmesan Sandwich and Chicken Alfredo Pizza. Full serve restaurants will also “Go Italian” by pairing the Chicken Parmesan alongside a Meatball Hoagie.

The sandwiches are designed to please both guests and kitchen managers. The recipes use regularly-stocked ingredients like marinara sauce, our five-blend pizza cheese and hoagie rolls.

The Chicken Alfredo Pizza has been a hit and makes its comeback, using a creamy Alfredo sauce, tender grilled chicken breast strips and the delicious cheese blend that Primo’s pizzas are known for.

In addition to this major promotion, units in Europe will offer a Soup and Salad Special during the winter months. This special allows kitchen managers to choose a soup-of-the-day, while guests can pair it with any of the salads on the regular menu. The Soup and Salad special gives guests a healthy option to the regular quick-serve fare. (POC: Sharon Bertschi, DSN 761-5213, e-mail: [Sharon.Bertschi@cfsc.army.mil](mailto:Sharon.Bertschi@cfsc.army.mil))



## ServSafe Training

We have received many requests for information on how to become ServSafe Certified. The quickest way to become ServSafe Certified is to contact your local state restaurant association. They will offer one and two day certification programs. The cost and course dates will vary from state to state. For more information please access the National Restaurant Association Educational Foundation web site at [www.nraef.org](http://www.nraef.org). (POC: George J. Dickson, DSN 761-5228, e-mail: [George.Dickson@cfsc.army.mil](mailto:George.Dickson@cfsc.army.mil))

### Test your ServSafe Knowledge (See Page Seven for Answers)

1. Q. True or False: The safety of food can always be improved after it has been received.
2. Q. True or False: Deliveries should be put into storage immediately after they have been inspected.
3. Q. True or False: It is okay to accept a bag of rice that has a small tear.

## Countdown

### Bite Me Combo Craze Promotion:

The countdown is on for the Bite Me Combo Craze Promotion. Be on the lookout for your Bite Me Combo Craze Promotion materials. They are enroute to the 37 participating locations and should arrive no later than 15 December. You will receive a shipment of instant prizes (t-shirts, CD cases and backpacks) along with your advertisement materials (posters, promo buttons for staff, indoor/outdoor banner and counter card of official rules) and a shipment of Bite Me Combo pull-tab game pieces. The Bite Me Promotion will begin 1 January 2005 and run through 31 March 2005. The promotion features a pull-tab game piece that customers receive when they order a combo meal. Participants can win instant prizes and register their card online at [www.mwrpromotions.com](http://www.mwrpromotions.com) for a chance to win an iPod mini. While online, guests can rate their visit/service experience and offer suggestions for the next promotion (at the online survey). An electronic version of the official rules, logos and employee handbook has been emailed to participating Theme Operation managers. If your participating location did not receive a copy please email CFSC-Events today. (POC: Kristen Kea, DSN 328-6119, e-mail: [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil))



## Guest Service Tip of the Month

### Helping The Guest With Their Selection:

This is where knowledge about our products and service is most important. Often a guest may be visiting us for the first time, or not know exactly what they want. One of our responsibilities is to create comfort for the guest by helping them with their selection. Don't wait for a guest to decide. If the guest is struggling to read the menu board offer assistance by guiding them through the various categories of selections. Know the prices, know what comes with the different selections and offer advice when appropriate. Remember you create comfort for the guest when you share your knowledge of the menu with them.

## Transitions:

**Ms. Donna Vernon** has been named Manager of Reggie's Beverage Company Fort Irwin, CA.

**Mr. Paul Piper** is the new Manager of the Custer Hill Bowling Center Fort Riley, KS. Mr. Piper has worked for the US Government for 39 years.

**Mr. Dan Kurzawski** is the new Manager of Reggie's Pub located in the Selfridge Bowling Center. This is Mr. Kurzawski's first position with MWR Theme Operations. He looks forward to the excitement and challenges that Army's MWR program has to offer.

**Brian Johnson** is the new manager of the Fort Belvoir Bowling Center. Mr. Johnson comes from Vandenberg Air Force Base, Santa Barbara County, CA, where he was the Bowling Manager. Prior to Vandenberg, he was the Assistant Bowling & Golf Manager at Fort Wainwright, AK. Mr. Johnson is retired Air Force. Mr. Johnson is an IBPSIA certified driller and a Bronze level USA certified coach. Mr. Johnson is married to Cheryl, they have six children of whom four are active duty, two Air Force, two Army, and two grandchildren. Cheryl has 14 years MWR experience. In their spare time, Brian & Cheryl love to bowl and have both bowled professionally.

**Tracy Ansell** was named Business Manager of the Mannheim Habanero-Primo Pan Pizza in October 2004. Mr. Ansell is a 1998 graduate of the Culinary Institute of America. In May 1998 he came to Germany to work at Lexington's as a cook in the culinary hire program to change/improve menus and procedures. After just one year he was named Kitchen Manager of Lexington's, responsible for all food aspects. In October 2001 he left Lexington's to open Kids' Zone Heidelberg in addition to taking on managing the Mannheim Strike Zone, until it closed for renovation in January 2004. Mr. Ansell is married to Danielle and they have two children Morgan and Stormy.

If you've been promoted or transferred into a new job within the last 30 days, e-mail us so we can recognize and celebrate your success in our next edition of *E-News*. (POC: **George J. Dickson**, DSN 761-5228, e-mail: [George.Dickson@cfsc.army.mil](mailto:George.Dickson@cfsc.army.mil))

### **Annual MWR Theme Operations Client Survey**

As a reminder our Annual MWR Theme Operations Client Survey will be distributed on 1 February 2005. We look forward to hearing from all of our MWR Theme Operations as your input will greatly help us to better serve you. (POC: **Gloria Bailey-Davis**, DSN 761-5207, e-mail: [Gloria.Bailey-Davis@cfsc.army.mil](mailto:Gloria.Bailey-Davis@cfsc.army.mil))

### **Training:**

In our October edition of *E-News* we wrote a book review on "Now That's Quick Service That Sells!" by TJ Schier. The response to this book review has been overwhelming. We're once again offering all MWR Theme Operations managers a copy of "Now That's Quick Service That Sells!" for their operations library. Please contact your Area Manager for your copy. (POC: **George J. Dickson**, DSN 761-5228, e-mail: [George.Dickson@cfsc.army.mil](mailto:George.Dickson@cfsc.army.mil))

**Answers to ServSafe Questions:**      1. False      2. True      3. False

### **Editor's Note:**

With the holiday season fast approaching, *E-News* will not be published on Friday, January 7<sup>th</sup>. We intend to resume our normal monthly service beginning Friday, February 4<sup>th</sup>. Thanks for reading *E-News* and we encourage your feedback. We're always looking to share good ideas and celebrate your successes in *E-News*. Please e-mail your information to [George.Dickson@cfsc.army.mil](mailto:George.Dickson@cfsc.army.mil).

### **Closing Thought:**

"Challenges can be stepping stones or stumbling blocks. It's just a matter of how you view them."

--Unknown

